

#### REMARKS

The final Office Action dated August 13, 2004 has been received and carefully considered. The above amendments and the following remarks are being submitted as a full and complete response to the Office Action. No new matter has been entered.

The Examiner is sincerely thanked for the courtesy extended during the interview conducted on December 8, 2004. During the interview, aspects of the invention were discussed, the applicant's representative emphasizing that neither of the cited references even remotely suggests the claimed feature of storing advertisements according to their "level of geographic fractionalization."

In the Examiner's view, since "territorial requirements" (column 2, line 21) is one basis on which advertisements in Wolfe et al. are provided, there must be some way of "categorizing" such information, so that the advertisements are categorized by different territorial regions, which the Examiner interpreted as being responsive to the term "fractionalization" in the claims. Thus, the Examiner still felt the claims were not worded specifically enough.

The Examiner, however, acknowledged that the multi-level hierarchical storage structure, as shown in FIG. 2, was not expressly taught by Wolfe et al., and the Examiner suggested that the claims be amended to recite a "multi-level" storage system to more clearly define over the cited prior art. (See, Examiner's statement in the Interview Summary.)

In view of the Examiner's position, amendments have been made to claims 1 and 3, together with providing a new claim 13. It is respectfully submitted that the amended claim wording defines over the territorial requirements described very briefly and without detail in Wolfe et al.. More specifically, claim 1 was amended to indicate that the storing means comprises a multi-level storage hierarchy for storing advertisements, in which respective levels of the multi-level storage hierarchy gradually fractionalize advertisement areas into increasingly more specific geographic regions. Further, the means for categorizing was revised to indicate that the advertisements are categorized so as to belong to respective levels of geographic fractionalization within the multi-level storage hierarchy.

Claim 13 was added to more specifically define the nature of the levels making up the multi-level storage hierarchy, each having a higher level of geographic fractionalization (i.e., countries → states or provinces → counties or prefectures → cities or municipalities).

In view of the more precise definitions given in claim 13, dependent claim 3 has also been amended by revising claim 3 to depend from new claim 13.

Claims 1-12 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wachtfogel et al. in view of Wolfe et al.

The Examiner has acknowledged that Wachtfogel et al. does not teach the inventive concept wherein advertisements are arranged and stored according to increasingly more specific

geographic regions. Wolfe et al. has been cited as allegedly teaching this missing feature.

However, for the reasons discussed during the Examiner interview and expressed above, it is respectfully submitted that Wolfe et al. does not disclose or suggest the features of the amended claims, particularly the feature of a storing means comprising a multi-level storage hierarchy for storing advertisements, in which respective levels of the multi-level storage hierarchy gradually fractionalize advertisement areas into increasingly more specific geographic regions. Further, the cited reference does not show or suggest any means for categorizing advertisements so as to belong to respective levels of geographic fractionalization within a multi-level storage hierarchy, as presently claimed.

It is also submitted that neither of the cited references addresses the aims, nor achieves the significant advantages, offered by the present invention. More specifically, the present invention concerns an advertising system, which places advertisements, especially job or help wanted advertisements, on a display of a computer via a network communications system. In particular, the invention concerns an advertising system, which is capable of balancing the degree of specificity of geographical areas for help wanted advertisements and the number of advertisements being displayed, in accordance with content of the advertisements. To achieve this aim, the advertisements are stored in the multi-level storage hierarchy described above, wherein, within each respective level, the advertisement areas

are gradually fractionalized into increasingly more specific geographic regions, as shown in FIG. 2.

Therefore, help wanted advertisements are categorized so as to belong to a particular level of the multi-level storage hierarchy according to varying levels of geographic fractionalization, categorized in area sections within the levels, and further categorized according to the content thereof.

Accordingly, help wanted advertisements for which there are numerous entries, for example, non-skilled positions for waitresses or bartenders, are classified at higher levels of geographic fractionalization and displayed according to more specific geographic regions, so that the advertisements to be viewed are fewer in number. By contrast, advertisements for skilled positions are classified and displayed according to broader geographic regions (i.e., lower levels of geographic fractionalization), so that several advertisements can be viewed across a larger geographic area. In either case, an appropriate number of advertisements is made available for viewing, independent of the specialization of the field in which job hunting activities are conducted.

For the foregoing reasons, it is respectfully submitted that the claimed invention is not anticipated and would not have been obvious to a person skilled in the art at the time the present invention was made. Accordingly, reconsideration and allowance of amended claims 1 to 13 is respectfully requested.

Fees for extending the response period by one month are attached. Otherwise, no fees are due. Notwithstanding, should

it be deemed that fees, or deficiencies in fees, are required in connection with this or any accompanying communication, such amounts may be charged to the Attorney's Deposit Account No. 07-2519.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Paul A. Guss', with a long horizontal flourish extending to the right.

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